

# EXCEL DENIM



**Birla Cellulose**  
Fibres From Nature

Birla Excel is the third generation Cellulose Fibre from Birla Cellulose of the Aditya Birla Group. Its generic name is Lyocell and it is fully natural and organic. It is made from a highly refined environment friendly solvent spinning process which allows the recycling of the solvent. Birla Excel is made from the choicest selection of wood pulp, a natural and renewable resource.

Excel fibre is the best solution for comfortable and soft feel denims. It is the answer to fashion conscious consumers, who want the comfort and luxury of a natural fibre, with the engineered precision of a manmade fibre.

Excel denim has many advantages over Cotton denim which are listed in the below table:

## BIRLA EXCEL DENIMS ARE DIFFERENT FROM COTTON DENIMS

Type of Testing	Test Method	Unit	Test Results*	
			Excel Denim	Cotton Denim
Air Permeability	DIN EN ISO 9237	l/s * m <sup>2</sup>	203	103
Tensile Strength (Warp/Weft)	DIN EN ISO 13934 part 1	Newton	1513 / 800	1249 / 488
Tear Strength (Warp / Weft)	DIN EN ISO 13937-2	Newton	51.2 / 45.9	29.8 / 14.3
Seam Slippage@ 4 mm (Warp / Weft)	DIN EN ISO 13936-1	Newton	> 200 / > 200	> 200 / > 200
Bursting Strength	DIN EN ISO 13938-2	kPa	614	336
CRA Foreside (Warp / Weft)	DIN 53890	Degree	70 / 97	44 / 85
Reverse Side (Warp / Weft)			73 / 80	49 / 72
Water Vapour Resistance	DIN EN 31092	R <sub>et</sub> (m <sup>2</sup> PaW <sup>-1</sup> )	4.5	4.5

\*Ref.: tested at ITV DENKENDORF

Test results confirm that Birla Excel denims are better than cotton denims in terms of

- ✓ Wearer's Comfort – Better Air Permeability
- ✓ Performance – Better Strength & Seam Slippage
- ✓ Aesthetic Properties – Crease Recovery
- ✓ Sustainability – Environment Friendly Process

Excel Denim – Perfect Solution for Softness, Comfort & Everlasting Newness

**BIRLA EXCEL – TIMELESS FASHION**

